Contents

Preface	xi					

Part I. Fashion Theory 1

- 1. Modernism and Fashion: A Social Psychological
 Interpretation 3
 Kurt W. Back
- 2. Clothing and Fashion as Communication 15
 Fred Davis
- 3. Why We Dress the Way We Do 29

 Ernest Dichter
- 4. The Trickle-Down Theory Rehabilitated 39

 Grant D. McCracken
- 5. Behavioral Science Theories of Fashion 55

 George B. Sproles
- 6. Commentary: Signs and Cycles in the Fashion System 71
 Françoise Simon-Miller

Part II. Fashionability and Advertising 83

- 7. Introduction to Advertising Research 85
 Rebecca H. Holman
- 8. Fashionability in Clothing: A Values and Life-style
 Perspective 87
 Rebecca H. Holman and Suzanne E. Wiener
- 9. Psychosocial Strategies for Fashion Advertising 99

 Jon S. Millenson

Part III. Merchandising Issues 107

- 10. Mapping the Market for Fashion: Complementarity in Consumer Preferences 109

 Morris B. Holbrook and Glenn Dixon
- 11. Shoes as Sociocultural Symbols: Retailers' versus
 Consumers' Perceptions 127
 Susan B. Kaiser, Howard G. Schutz, Joan L. Chandler, and Lisa
 M. Lieder
- 12. Do Retail Buyers Short-Circuit Profit-Making Items in the Apparel Industry? 143

 Ruth A. Lesher Taylor
- 13. Commentary: Style-Oriented Apparel Customers 155

 Marguerite S. Gadel

Part IV. Fashion Adoption 159

- 14. Communicator Style and Fashion Innovativeness 161 William I. Gorden, Dominic A. Infante, and Audrey A. Braun
- 15. Self-monitoring, Fashion Opinion Leadership, and Attitudes toward Clothing 177

 Leslie L. Davis and Sharron J. Lennon
- 16. Fashion, Collective Adoption, and the Social-Political Symbolism of Dress 183

 Charlene Lind and Mary E. Roach-Higgins
- 17. Quantitative Analysis of Women's Dress 193
 Elizabeth D. Lowe and John W.G. Lowe
- 18. Commentary 207
 Elizabeth C. Hirschman

Part V. Body Products and Body Symbols 209

19. An Analysis of Personal Color Analysis 211

Israel Abramov

- 20. Ethical Considerations for the Fashion Industry 225

 Donald B. Giddon
- 21. Body Cathexis and Market Segmentation 233

 Dennis W. Rook
- 22. Color, Circumcision, Tattoos, and Scars 243

 Ruth P. Rubenstein
- 23. Cosmetics Therapy for Female Chemotherapy Patients 255 Patricia M. Mulready and Jane M. Lamb

Part VI. Impression Formation 265

- 24. Influence of Clothing Attributes on the Perception of Personal Characteristics 267
 Sandra M. Forsythe, Mary Frances Drake, and Jane H. Hogan
- 25. The Influence of Apparel on Responses to Television News Anchorwomen 279 Shelley S. Harp, Shirley M. Stretch, and Dennis A. Harp
- 26. Fashion and Impression Formation among Children 293
 Robert N. Mayer and Russell W. Belk
- 27. Effects of Similarity and Consistency of Style of Dress on Impression Formation 309

 Margaret Rucker, Kaye McGee, Maria Hopkins, Albert Harrison, and Jessica Utts
- 28. Attributions toward Female Appearance Styles 321
 Sarah J. Sweat and Mary Ann Zentner
- 29. Commentary: To Whom Does Fashion Make Its Statements? 337

 Harvey A. Pines

Part VII. Working Women and Fashion 341

- 30. The Impact of Grooming Style on the Evaluation of Women in Management 343

 Thomas F. Cash
- 31. Achievement Motivation and Clothing Preferences of White-Collar Working Women 357

 Mary Kay Ericksen and M. Joseph Sirgy
- 32. Information Sources Used by Women for Career Dressing Decisions 371

 Nancy J. Rabolt and Mary Frances Drake
- 33. The Female Clotheshorse: From Aesthetics or Tactics? 387

 Michael R. Solomon and Susan P. Douglas

Index 403

About the Contributors 411

About the Editor 425

Fashion Conference Review Board 427